



## Branded Male: Marketing to Men (Hardback)

By Mark Tungate

Kogan Page Ltd, United Kingdom, 2008. Hardback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The male market is exploding. Thanks to emerging social and cultural trends, men are becoming consumers to reckon with. In 1990 only 4 of men claimed to regularly use a skin care product. By 2015 the figure will have risen to 50 . Branded Male discusses the evolution of the male consumer and the desire of marketers to tap into the still underdeveloped male market. Crammed with facts and anecdotes, Branded Male analyses how to effectively brand products and services for the male market. Using a typical modern male s weekday as a template and examining all the influences affecting him, the book considers his exposure to brands and the ways marketers can exploit these channels, taking you through popular strategies for marketing to men. In his trademark style, Mark Tungate - the author of Fashion Brands: Branding Style from Armani to Zara - paints a portrait of the male consumer. From razor blades to beer, from aftershave to hotels, he finds out which marketing messages have the most impact on male wallets. Men s bank balances may never be the...



**READ ONLINE**  
[ 2.27 MB ]

### Reviews

*I just started reading this article pdf it was actually writtern very properly and useful. You wont really feel monotony at whenever you want of your respective time (that's what catalogs are for relating to in the event you question me).*

-- **Brandt Koss III**

*It in just one of the best ebook. I could possibly comprehended everything using this written e ebook. You wont feel monotony at whenever you want of your time (that's what catalogs are for regarding should you check with me).*

-- **Dayana Brekke Sr.**